

FALL BUYING
INAUGURAL

The Washington Herald

FALL BUYING
INAUGURAL

WASHINGTON, D. C. SUNDAY, SEPTEMBER 26, 1915.



Washington's Fall Buying Inaugural

MONDAY, SEPTEMBER 27th

The merchants of the National Capital have prepared for the Fall Buying Season of 1915 as never before. Their efforts for this autumnal showing were spurred by a double incentive. In addition to supplying the needs of all Washington, there was the determination to take advantage of G. A. R. week (September 27 to October 3), when the city will be host to thousands upon thousands of the most representative citizens from every section of the United States, to emphasize to all the country that the center of national government is likewise the center of fashion which it should be.

The styles may emanate from New York, but the zeal of Washington merchandisers brings to the patrons of Washington stores the creations of the season as soon as they have been decreed "c-o-r-r-e-c-t," which is simultaneous with their appearance for sale in the shops of the great metropolis.

Official Opening at 9 A. M., Monday, September 27th

"This" and "that" department of some stores may have had "this" or "that" opening, but the formal fall opening of all the departments of all Washington stores will take place tomorrow, Monday, September 27. The ringing of great bells and the blowing of mighty whistles will give the signal that will for five minutes herald to all Washington and nearby suburbs the fact that the Fall Buying Inaugural is "on." At the same time, store windows will unveil such a wealth of seasonable merchandise as no city this size has ever before seen. Even the regular week-in-and-week-out shopper will be amazed at the extent of these window displays, which, after all, will hold but a small portion of the stocks which they serve to advertise. Not only will the stores display their choicest offerings so that even he or she who runs may see, but the original manner in which these show windows will be dressed will prove of equal interest, for valuable silver cups are offered by the Retail Merchants' Association for the best window displays. These displays are to be judged by representatives from the staffs of the four Washington newspapers.

Thousands of Balloons Will Be Released Freighted With Valuable Checks For Those Who Capture Them

Whole flocks of vari-colored balloons will be released, attached to which will be checks on Washington business houses, conveying special buying privileges and other presents for the finders.

Altogether, the merchants of Washington have arranged to make Monday, September 27, a long-to-be-remembered day to every citizen and visitor to the Nation's Capital. Such activity must, of a necessity, accentuate the buying activity of those who would supply their buying needs while stocks are fresh and assortments complete, and wise will be that shopper who hies herself or himself, as the case may be, to the stores that seem to best meet each individual need.

INFORMATION FOR VISITORS FROM OUT OF TOWN

—concerning the names and locations of stores handling various lines of merchandise may be obtained by calling at The Washington HERALD Office, 1322 New York avenue, or phoning Main 3300 and asking for "Information."